

Christopher T. Holland [SBN 164053] (cholland@kksrr.com)
Owen J. Rescher [SBN 214678] (orescher@kksrr.com)
KRIEG, KELLER, SLOAN, REILLEY & ROMAN LLP
114 Sansome Street, 4th Floor
San Francisco, CA 94104
Telephone: (415) 249-8330
Facsimile: (415) 249-8333

Richard S. Eisert (*pro hac vice* application to be filed)
Holly Schrader (*pro hac vice* application to be filed)
DAVIS & GILBERT LLP
1740 Broadway
New York, NY 10019
Telephone: (212) 468-4800
Facsimile: (212) 468-4888

Attorneys for Defendant
CONDUCTIVE CORPORATION (n/k/a adMarketplace Inc.)

UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF CALIFORNIA

SUSAN SIMON, individual, on behalf of
herself and all others similarly situated,

Plaintiffs,

v.

ADZILLA, INC (NEW MEDIA), *et al.*

Defendants.

Case No.: 3:09-cv-00879 MMC

**NOTICE OF NEED FOR ADR PHONE
CONFERENCE**

Counsel reports that counsel for Conductive Corporation (n/k/a adMarketplace Inc.) has attempted to meet and confer with counsel for Plaintiff regarding ADR and that they:

X have not yet reached an agreement to an ADR process

— request an Early Settlement Conference with a Magistrate Judge

Date of Case Management Conference: June 12, 2009

The following counsel will participate in the ADR phone conference:

Name	Party Representing	Phone No.	E-mail Address
Owen J. Rescher	Conductive Corp. (n/k/a adMarketplace Inc.)	(415) 318-3572	orescher@kksrr.com

Civil Local Rule 16-8 and ADR Local Rule 3-5 require that lead trial counsel participate in a telephone conference with a member of the ADR Legal Staff before the Case Management Conference. The ADR Unit (adr@cand.uscourts.gov) will notify you of the date and time of your phone conference.

Dated: May 22, 2009

By: /s/

Owen J. Rescher, Esq.

Attorney for Defendant
CONDUVIVE CORPORATION
(n/k/a adMarketplace Inc.)